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**Updated June 26, 2014 –Please check this page regularly as program is subject to change.*

DISCOVER GLOBAL MARKETS

Leveraging Free Trade Agreements: Opportunities and Challenges

September 9-10, 2014

Westin Book Cadillac Hotel, Detroit, MI

**Pre-scheduled one-on-one meetings with U.S. International Trade Diplomats will be held throughout the Conference in Esquire on the 3rd floor.*

Tuesday, September 9

7:30 am: Registration and continental breakfast; networking with exhibitors, Woodward Pre-Function Area & Woodward CD

8:30 – 10:00 am Welcome Plenary Session, Woodward AB

8:30 am: Welcome Remarks: U.S. Representative

8:40 am: Welcome Remarks: Terry Kalley, Chair, East Michigan District Export Council (DEC)

8:45 am: Welcome Remarks: Mike Miller, Director, Great Lakes Region, U.S. Commercial Service, Global Markets, U.S. Department of Commerce

8:50 am: Leveraging Free Trade Agreements: Opportunities and Challenges

Invited panelists to include a high level speaker from the U.S. government and a possible high level speaker from Dow Chemical

Romaine Sequin, President UPS Americas Region

10:00 am: Break and Networking with Exhibitors, Woodward CD

10:30 am: Concurrent Sessions, Breakout Rooms 3rd and 4th Floor

Session I: The Basics of Qualifying for FTAs

Speaker: Mike Allocca, Allocca Enterprises; Dusan Marinkovic, International Trade Specialist, Indianapolis Export Assistance Center, U.S. Commercial Service, Global Markets, U.S. Department of Commerce

This is intended to be a 101 session that will outline the benefits and basics of the various free trade agreements, including the types of FTAs. Participants will learn how to identify a product's specific rule of origin to determine preferential tariff treatment.

Session II: Export Opportunities and Challenges in the Dominican Republic and CAFTA Countries

Speakers: Rafael A. Patiño, Commercial Officer, U.S. Embassy, Santo Domingo, Dominican Rep.; Aileen Nandi, Regional Senior Commercial Officer for Central America; Nicole DeSilvis, Senior Commercial Officer, U.S. Embassy, Guatemala City, Guatemala; Abby Daniell, Head of Section, U.S. Embassy, San Jose, Costa Rica; Rossana Lobo, Acting Head of Section, U.S. Embassy, Tegucigalpa, Honduras; Reed Vordenberg, President, Agri-Organic, LLC, Bloomfield Twp., MI.

Session III: Export Opportunities and Challenges in Colombia

Speakers: Jeff Hamilton, Commercial Officer, U.S. Embassy, Bogota, Colombia; companies with experience in Colombia

12:00 pm: Keynote Luncheon Secretary of Commerce (to be invited), Woodward AB

1:30 pm: Concurrent Sessions, Breakout Rooms 3rd and 4th Floor

Session I: Qualifying for FTAs and Creating an FTA Compliance Program (Advanced)

Speakers: Susan Whitney, Director, Cleveland Export Assistance Center, U.S. Commercial Service, Global Markets, U.S. Department of Commerce; Michelle O'Connor, Global Compliance Director, The Lubrizol Corporation (OH)

Companies participating in this session should have knowledge of HS classification and substantial product transformation, build-up and build-down, (The Basics of Qualifying for FTAs). This workshop will focus on business analysis to determine if the preferential duty is sufficient enough to outweigh the internal controls necessary to survive an audit from a FTA country. Lubrizol, a large U.S. company, will share its experience of FTA audits and the internal controls required to respond to them.

Session II: Export Opportunities and Challenges in the NAFTA Region

Speakers: Steve Alley, Commercial Officer, U.S. Embassy, Mexico City, Mexico; Sean Kelly, Commercial Officer, U.S. Embassy, Ottawa, Canada; Elena Stegemann, Dir. Of International

Business, Nustep, Inc., Ann Arbor, MI; Paul Fudacz, Sr. Attorney, Braumiller Law Group, Maumee, OH; Christos Linardakis, Sr. Counsel, Braumiller Law Group, Chicago, IL.

Session III: Export Opportunities and Challenges in Panama

Speakers: John Coronado, Senior Commercial Officer, U.S. Embassy, Panama City, Panama; companies w/experience in the market.

3:00 pm: Break and Networking with Exhibitors, Woodward CD

3:30 pm – 5:00 pm: Concurrent Sessions, Breakout Rooms 3rd and 4th Floor

Session I: Export Opportunities and Challenge in South Korea

Speakers: Maria Galindo, Commercial Officer, U.S. Embassy, Seoul, South Korea; Dan Malone, Vice Chair, Asia Practice and Dir., Korean Client Relations, Butzel Long, Bloomfield Hills, MI; company with experience in the market.

Session II: Export Opportunities and Challenges in Singapore

Speakers: Patrick Santillo, Senior Commercial Officer, U.S. Embassy, Singapore; companies with experience in the market.

Session III: Protecting Your Intellectual Property Rights as You Expand Your Global Markets

Speakers: Samuel Frederick, Attorney, Foster Swift, Lansing, MI; additional speakers TBD.

5:00 pm – 7:00 pm: Networking Reception, Venetian Ballroom 4th floor

Remarks: Consul General Juan Manuel Solana Morales, Consulate of Mexico, Detroit, MI; Consul General Douglas George, Consulate of Canada, Detroit, MI (Invited)

Wednesday, September 10

8:00 am: Continental Breakfast and Networking with Exhibitors, Woodward CD

9:00 am: Making the Most of the FTAs for the Automotive Sector, Woodward AB

Speakers: Michael Sheridan, Director of Global Trade Strategy & Policy, Ford Motor Company; Moderator: Bernard Swiecki, Assistant Director, Automotive Communities Partnership (ACP), Center for Automotive Research (CAR)

10:30 am: Break and Networking with Exhibitors, Woodward CD

11:00 am: Concurrent Sessions, Breakout Rooms 3rd and 4th Floor

Session I: Export Opportunities and Challenges in North Africa and the Middle East (Morocco, Jordan, Israel, Bahrain)

Speakers: Geoffrey Bogart, Senior Commercial Officer, U.S. Commercial Service, U.S. Embassy, Amman Jordan; Kenza El-Amrani, Commercial Assistant, U.S. Consulate, Casablanca, Morocco; Maria Andrews, Senior Commercial Officer, U.S. Embassy, Israel; Nathan Regan, United States Country Manager for the Bahrain Economic Development Board, Bahrain Embassy, Washington D.C.

Session II: International Trade Finance Resources

Speakers: John O’Gara, Regional Manager, Office of International Trade, U.S. Small Business Administration; Jan Blaho, Director of Supply Chain Finance, Export-Import Bank of the United States

Session III: Export Opportunities and Challenges in Chile

Speakers: Ellen Lenny-Pessagno, Senior Commercial Officer, U.S. Embassy, Santiago, Chile; Yannick Greiner, Dir. Of International/OEM Sales, Rugged Liner, Inc., Owosso, MI.

12:30 pm: Keynote Luncheon, Woodward AB

Speaker TBD

2:00 pm: Concurrent Sessions, Breakout Rooms 3rd and 4th Floor

Session I: Traveling to Canada for Work: the Rules and Regulations

Speakers: Tom Geoghegan, Executive Director for the Southern Ontario Region, Canada Border Services Agency

Session II: Export Opportunities and Challenges in Australia

Speakers: Joe Kaesshaefer, Commercial Counselor, U.S. Consulate General Sydney, Australia; companies with experience in the market.

Session II: Export Opportunities and Challenges in Peru

Speakers: Ricardo Pelaez, Senior Commercial Officer, U.S. Embassy, Lima, Peru; companies with experience in the market.

3:30 – 4:00 pm: Break and Networking with Exhibitors, Woodward CD

4:00 pm: Final Plenary/General Session TBD, Woodward AB

5:00 pm: Conference Adjourns